

Message Text

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TAGS: BBSR, VE, UK

SUBJECT: OPERATIONS MARKET RESEARCH: AGRICULTURAL
EQUIPMENT, VENEZUELA

REF: STATE 40405

1. BID INVITATIONS SENT TO TEN COMPANIES; ONLY FOUR PROPOSALS RECEIVED. THIS LOW RESPONSE TO BID INVITATION BELIEVED DUE VERY SHORT TIME AVAILABLE FOR PREPARATION OF BIDS AND COMPLETION OF STUDY. HUNTING TECHNICAL SERVICES LTD. DECLINED BID DUE REASON CITED ABOVE; AND FOLLOWING FIRMS FAILED RESPOND: METRA CONSULTING GROUP LTD., SIRA INSTITUTE LTD., PE CONSULTING GROUP, WING-FIELD RESEARCH, AND INTERNATIONAL MARKETING & ECONOMIC SERVICES LTD.

2. FOLLOWING IS SUMMARY BIDDERS' PRICES IN POUNDS STERLING, TOGETHER WITH SALIENT POINTS:

A. PLANNING RESEARCH & SYSTEMS LTD. (PRS), 6,900. FIRM ENVISAGES AT LEAST 50 PERSONAL AND FURTHER 50 PHONE INTERVIEWS. PROVIDED AUTHORIZATION IS RECEIVED BY FIRST WEEK APRIL, STUDY COULD BE COMPLETED BY MAY 22. (PRS HAD U.K. ANNUAL CONTRACT FOR FY 1976 AND 1977.)

B. OVERSEAS MARKET RESEARCH LTD. (OMR), 6,300. FIRM UNCLASSIFIED

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PROBABLY WOULD CONDUCT MORE THAN 25 PERSONAL INTERVIEWS BUT EXACT NUMBER WOULD NOT BE KNOWN UNTIL COMPLETION DESK RESEARCH PHASES. IN ORDER PRODUCE FINAL REPORT BY MAY 25, FORMAL AUTHORIZATION TO PROCEED NEEDED BY APRIL 7. OMR HAS HAD RECENT RELEVANT EXPERIENCE IN VENEZUELA SURVEYING TRACTORS, AGRICULTURAL MACHINERY (BRITISH LEYLAND), IRRIGATION SYSTEMS (DUNLOP), AGRI-

CULTURAL BUILDINGS (SIR WILLIAM HALCROW) AND FEEDING SYSTEMS (PAUL & WHITES), AND CHAIRMAN GRAEME CRANCH IS MARKETING CONSULTANT TO FOOD & AGRICULTURE ORGANIZATION (FAO) IN ROME. FIRM HAS ALSO CARRIED OUT AGRICULTURAL EQUIPMENT STUDIES IN OTHER PLACES, INCLUDING ITALY, AFRICA, MIDDLE EAST AND SE ASIA, FOR REED GROUP, FISONS, TUBE INVESTMENTS, ETC.

C. TACTICAL MARKETING LTD. (TML), 3,240. MINIMUM OF 45 PERSONAL INTERVIEWS ENVISAGED. FIRM RECENTLY COMPLETED AGRICULTURAL EQUIPMENT STUDY UNDER ANNUAL CONTRACT FOR FRANCE AND HEAVY CHEMICALS (INCLUDING AGRO-CHEMICALS AND FERTILIZERS) STUDY IN VENEZUELA AND COLOMBIA. TML EXPECTS NO DIFFICULTY IN MEETING OR BETTERING SCHEDULED DEADLINE.

D. MINSTER AGRICULTURE (MA), 12,340. PROVIDING COMMISSION RECEIVED BY APRIL 1, FIRM COULD MEET MAY DEADLINE. MA SPECIALIZES IN CROP DEVELOPMENT AND HAS EXTENSIVE EXPERIENCE IN AGRICULTURAL FIELD. FOR PURPOSE THIS STUDY, HOWEVER, IT WOULD ASSOCIATE WITH BUTLER RESEARCH LTD., HEADED BY JOHN BUTLER, WITH WHOM IT HAS WORKED ON A NUMBER OF PROJECTS.

3. BID SUMMARY & RECOMMENDATIONS:

A. INACCEPTABLY HIGH PRICE WOULD APPEAR PRECLUDE
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MINSTER AGRICULTURE. PRS, NEXT HIGHEST BIDDER, OFFERS HIGH NUMBER OF PERSONAL INTERVIEWS AND EXPERIENCE WITH USDOC SPECS. OMR HAS PRODUCED REASONABLE PROPOSAL AT REALISTIC PRICE, BACKED BY SUBSTANTIAL EXPERIENCE IN AGRICULTURAL FIELD IN VENEZUELA. EMBASSY HAS NO EXPERIENCE WITH THIS FIRM BUT BELIEVES IT TO BE COMPETENT AND KEEN TO EXECUTE RESEARCH STUDY FOR USDOC. BY FAR LOWEST BID IS FROM TML, WHICH HAS USEFUL KNOWLEDGE OF VENEZUELAN MARKET, REPUTATION FOR PRODUCING RESULTS ON SCHEDULE, AND CURRENTLY HOLDS U.K. ANNUAL CONTRACT.

B. RECOMMEND TML FOR REASONS CITED, BUT BELIEVE OMR BID, ALTHOUGH AT ALMOST DOUBLE TML PRICE, WORTHY OF SERIOUS CONSIDERATION. (PLEASE REFER GMS MACHINE TOOL FILE FOR PROFILE ON OMR.)
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